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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit	: 3629	Customer No. 035811
Examiner	: Michael J. Fisher	Docket No.: 1175-R-01
Serial No.	: 10/640,852	Confirmation No.: 9173
Filed	: August 14, 2003	
Inventor(s)	: Michael Sheinson : Art DeLaurier : Mike McFall : Santiago Ramirez	
Title	: LEAD GENERATION SYSTEM : USING BUYER CRITERIA	

DECLARATION OF CHRIS MARSHALL

1. I am employed by Mitsubishi Motors North America, Inc. ("Mitsubishi Motors North America") as Manager of Relationship Marketing.
2. Mitsubishi Motors North America launched the Intelliprice trade appraisal service ("Intelliprice") on February 5, 2003 on the Mitsubishi Motors consumer website.
3. Since the time Mitsubishi Motors North America launched Intelliprice, it has generated a large volume of incremental sales leads.
5. Intelliprice now contributes measurably to Mitsubishi Motors North America's overall sales efforts.
6. A valueable feature of Intelliprice is that it provides a consumer with an estimated value for the trade-in such that it appears to the consumer that the estimated value was generated by a service that is not affiliated with the dealership that will ultimately purchase the trade-in.
7. Based on our review of competitive offerings at the time of the launch, we found that Intalliprice offered a unique process, which tied the independent trade appraisal to a lead generation event. To my knowledge, offering the consumer an estimated value for a trade-in vehicle in exchange for the consumer's contact information, which represented a new sales lead, had never before been done in the industry at the automaker level.

8. To my knowledge, no other company offered a service comparable to Intelliprice at the time Mitsubishi launched the system. Nor had any other service suggested using an independently determined estimated trade-in value to generate a sales lead. Other appraisal services simply provided an estimated value to the consumer.

9. Prior to implementation of Intelliprice, it was not apparent to those in the industry to generate sales leads based on independent appraisals. The method of generating sales leads that Intelliprice established represents a new and unique advancement in the industry. The Intelliprice method has become a valuable resource for Mitsubishi Motors North America.

10. In my opinion, the fact that it appears to the consumer that the estimated value was generated by a service that is not affiliated with the dealership has contributed significantly to the commercial success of Intelliprice.

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application and any patent issuing thereon.

July 28, 2005
Date


Chris Marshall